



# Request For USDA State & Private Forestry Grant

Applicant: Georgia Forestry Commission P.O. Box 819 Macon, GA 31202

Project Name: Southern Region Outreach and Marketing Partnership

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**Project Proposal Abstract:** The intent of this effort is to leverage the outreach capacity of certain conservation partners to deliver good land management practices and principals to private forest landowners throughout the Southern region. More specifically, the sponsorship of TV shows like the Quality Whitetail show produced by the Quality Deer Management Association and the "Get in the Game" show produced by the National Wild Turkey Federation as examples where specific management practices are highlighted that enhance the awareness of good land stewardship. In addition, the development of magazine articles targeting private landowners as well as sponsorships of national conventions where a large segment of land owners in the southern region are potentially exposed to services available through the Southern Group of State Foresters. Partnering with conservation organizations like QDMA and NWTF to deliver specific management messages will benefit the entire southern region as marketing and outreach tools.

**Partnering Agencies and Groups / Individuals:** USFS Southern Region S&PF, Southern Group of State Foresters, non profit conservation groups like the National Wild Turkey Federation & The Quality Deer Management Association.

**Project Location:** The entire outreach capacity of the partnering groups, but specifically the Southern region states would all benefit from the outreach efforts.

**Expected Completion Quarter:** Q4 2009

**Total Federal Funding Request:** \$150,000

Total Proposal Budget (Including Matching Funds):	Cost Category	Requested Funds	Matching Funds	Total
	Personnel	\$0.00	\$75,000.00	\$75,000.00
	Materials & Supplies	\$10,000.00	\$0.00	\$10,000.00
	Travel	\$3000.00	\$0.00	\$3000.00
	Consultants	\$0.00	\$0.00	\$0.00
	Overhead / Administration	\$130,000.00	\$75, 000.00	\$205, 000.00
	Equipment Usage / Rental	\$0.00	\$0.00	\$0.00
	Printing	\$5000.00	\$0.00	\$5,000.00
	Other	\$2000.00	\$0.00	\$2000.00
	TOTALS	\$150,000.00	\$150,000.00	\$300,000.00

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**Project Description and Benefits:**

The Southern region outreach and marketing project is designed to benefit the forests throughout the southern region by impacting the management practices of landowners in all southern states. The specific sponsorships and media outlets that will be utilized will be decided by an oversight committee consisting of the executive director of the Southern Group of State Foresters, the chair of the management committee of the SGSF, and the chair of the communication committee as well as other individuals that they recommend. Specific content and appearances on show segments etc will be provided by staff of various SGSF agencies.

*Enhance Working Forest Landscape* The outreach effort will specifically address active management practices in an informal "how to" presentation on the TV show as well as in printed material.

*Protect Forests from Harm* – Because this project will provide for well-informed landowners that are actively managing their forestlands, the risks of loss of forestland from various threats will be minimized.

*Enhance Benefits Associated with Trees & Forests* – The collective values of trees and forests will be better appreciated through this effort.

The proposed project will have a positive impact on the following regional issues:

*Fractured Forests* – This project aims to pull together existing fractured landscapes through building partnerships with private landowner organizations to bring local landowners together and create land management practices on a landscape scale.

*Wildland Fire and Forest Fuels* – One of the principal themes that will permeate all of the messaging through this effort will be the management and value of prescribed fire.

*Changing Forest Products' Markets* – As the forest products market continues to evolve, this effort will provide for timely dissemination of current markets.

*Forest Health and water quality* – Not only will this project increase landowner awareness of insect, disease, and invasive species threats to their forestland, it will also provide for better managed forests more resistant to such problems. This project will impact water quality and quantity in several different ways. Obviously, increased landowner knowledge and awareness of Best Management Practices will result in a higher level of implementation. Also, intact forestlands play a critical role in storm water retention and overall water filtration. With better management of the land will come an improvement of impaired streams and those unimpaired as long as they are surrounded by well-managed forests will remain that way.

**Project Evaluation Criteria Discussion:**

*National and Regional Relevance* – Many non industrial private landowners actively seek information from organizations that produce educational programming in the natural resource field. This project will address several issues relevant on both the regional and national level by taking advantage of a medium that already has the attention of a large segment of our target audience allowing us the focused delivery of multiple use land management practices.

*Prioritization* – The prioritization of subject matter to be addressed can be reached through an oversight committee developed through the SGSF mgmt and communications groups.

*Meaningful Scale* – The QDMA has 28,600 members who own **9.6 million acres** of forestland in the Southern Region alone. The *Quality Whitetails* magazine has a circulation of **48,000** and the *Quality Whitetails* TV program reaches **36 million** households during primetime. The NWTF annually impacts 176,000 landowners impacting an estimated **44 million acres annually** through the *Get in the Game* magazine and their insert in the *Hunt Club Digest* magazine. The majority of this land (estimated 80%) is in the Southeast. The NWTF's *Get in the Game* television show continues to reach **over 3.89 million** viewers annually with a conservation and management message.

*Collaboration* – Through partnerships like this, hundreds of thousands of acres will be impacted in a positive way for forestry and wildlife.

*Outcomes* – The most obvious outcomes from this project will be more educated and aware private landowners with healthier, better-managed forests. Overall the proposal will promote stronger collaboration between government, private organizations, and private landowners to achieve good land management on a landscape-scale.

*Technology* – Technology will be a key component of the success of this project. Marketing the message of this proposal will incorporate television, radio, cds/dvds, and printed media. Web-based information will be made available for service providers as well as private landowners through not only the GFC websites, but also by linking to the websites of partners to fully leverage all the information available for landowner use.

*Integrated Delivery* – This project is focused around integrated service delivery through the power of mass media. Local contacts and one on one service will result from this effort.

*Leverage* – Obviously current partners are already available as leverage – National Wild Turkey Federation, the Quality Deer Management Association are two, but there are other groups and sponsorship opportunities that can have similar results.

*Influence Positive Change* – The Proposal will result in more forestland under better, healthier management practices.

*Timelines* – Overall project implementation will operate on a calendar year.